TRANSFORMATION, POSSIBILITY, AND ENROLLMENT

A Source Document For the Technology That Lies At The Heart Of Our Work

The phrase “Transformation, Possibility, and Enrollment” names a breakthrough in our technology, a breakthrough that will lie at the heart of our work.

It will not only transform and dramatically expand the results realized by Landmark Forum participants, but, as we implement it more broadly, it will also transform and dramatically expand the results realized by participants in each of our other programs.

In addition, it will transform the organizational culture of Landmark Education Corporation across the spectrum of our operations – from our sales and marketing processes to the design of our Center operations. It will create an unprecedented opportunity for us to produce breakthroughs in our results.

It will be the context in which our programs are delivered, and the context in which we operate our business.

“Transformation, Possibility and Enrollment” names a new technology that produces transformation at a contextual or ontological level, as well as at the experiential level. While this new technology provides some new processes, its real power is the power to transform and elevate our already proven program technologies, and our standard business practices and operations. A new context gives new life to the content it encompasses.

In this document, we will be speaking primarily about Transformation, Possibility and Enrollment in the new Landmark Forum. However, wherever it says “Landmark Forum” in the future you will be able to substitute the name of any of our other programs, as we also constitute those programs inside the Transformation, Possibility, and Enrollment Technology.

What follows is partly what will actually be presented in the new Landmark Forum that is designed from the Transformation, Possibility, and Enrollment Technology, and partly commentary about what will be presented in the new Landmark Forum.. There will also be some comments about the impact this new technology will have on our business operations, but that will be spelled out more fully in a later addition to this source document. Comments especially for Landmark Staff and Program Leaders will be indented and within curly brackets.

NOT THE ORDINARY KIND OF POSSIBILITY

What we mean by “possibility” in the phrase “you can have any result for yourself or your life that you invent as a possibility…” is the the everyday, ordinary understanding of the meaning of possibility. If someones says to us, “X is possible,” we would normally understand them to mean that X does not exist now, and that its existence, even someday, is uncertain.

The everyday interpretation of “possibility” is that it si a “someday, maybe, but-not-now thing.”

We are not speaking about that kind of possibility, the kind of possibility that is out there, somewhere in your future, maybe. We are not speaking about the ordinary kind of possibility, something somewhat remote for you, not really a presence in your life right now, not actively impacting you in the present. We also don’t mean the kind of possibility meant by people when they say, “Well, anything is possible.” It is not possibility like a pipe dream, or a fantasy, or merely

something you want. It is not even a foal, something you are striving toward. This new kind of possibility is much more that all of that.

A NEW KIND OF POSSIBILITY

This new kind of possibility alters and impacts who you are being in the present. It alters the way toy see yourself and your life, it impacts your thoughts and feelings, and it shapes your actions – all in the present. You invent a possibility for yourself and your life that moves you, touches you, inspires you, and, if it is this new kind of possibility, impacts who you are being in the present.

When you think about it, it makes perfect sense. Any new possibility in your life that is real for you and actively impacting in the present, and that inspires, moves, and touches you, invariably alters your view of life, impacts your feeling and thoughts, and shapes your actions. For example, think about hour your view of life changes, how your feelings and thoughts are impacted, and the new ways you find yourself acting when there is a new love in your life, or you have started the plans for your dream home, or you have heard that you are getting an exciting new opportunity with your company.

This new kind of possibility is not a "someday-but-not-now thing." It exists **now**, in the present. This new kind of possibility is not a "maybe thing." It is **real** right now – as a possibility. You are not pretending it is real as an actuality. In fact, you are pretending nothing. This new kind of possibility you invent for yourself or your life **is real –** as a possibility.

{We could say that in the everyday listening of, or everyday interpretation of possibility, "someday, maybe, but not now" is the body of a dog named possibility. However, this dog also has a tail. The "tail" (appendage on the statement) is something of the order of: "but I'm committed to it," or "and I'm getting there," or "but it isn't possible for me," etc. So the body and the tail of the dog (i.e., our everyday interpretation of possibility) might look like."Someday, maybe, I will be X, and I am committed to being X, but I am not X now."}

THE BEGINNING OF POWER

This new kind of possibility alters the way you see yourself and your life, it impacts your thoughts and feelings, and it shapes your actions, all so that each becomes consistent with the new possibility you have created for yourself and your life. Your sense of yourself becomes more perfectly aligned with the fulfillment of the possibility. You see your circumstances in a new light that reveals pathways and opportunities for realizing the possibility. Your patterns of thought, emotion, and action align themselves with, and become consistent with, fulfilling the new possibility you have created for yourself or your life. Who your are is now aligned with fulfilling the possibility, and that is the beginning of power.

The logic is inescapable. You invent a possibility for yourself or your life that move you, touches you, and inspires your, and, because you invent is as this new kind of possibility, it aligns you with the realization of the possibility. Who you are, the way you see your life and your circumstances, your thoughts, your feelings, and your actions have all become consistent with realizing the possibility. Clearly that is the beginning of power.

GAINING ACCESS TO THIS NEW KIND OF POSSIBILITY

What is it that allows you to transform something you **want** for yourself or your life into this new kind of possibility that empowers you to **realize** what you want for yourself or your life? How do you gain access to this new kind of possibility, that kind of possibility that empowers and enable you realize what you want for yourself and your life?

A NEW REALM OF POSSIBILITY

A new kind of possibility requires a new realm of possibility.

Without a new realm of possibility, all that is available are variations of the old possibilities. You need a new realm of possibility to gain access to a new kind of possibility for yourself and your life.

A new realm of possibility is not itself a possibility, but rather a breakthrough into a new space of possibility. Inside this new space of possibility, you are able to invent new kinds of possibilities that were previously unavailable and even unimaginable to you.

As we said at the beginning, the Landmark Forum is about opening up new realms of possibility.

How do you create a new realm of possibility in those areas of life where you want a breakthrough into power, freedom and full self-expression

AUTHENTICITY OPENS UP NEW REALM OF POSSIBILITY

Being authentic where you have been inauthentic is what opens up a new realm of possibility. For there to be a new realm of possibility in an area of your life that is important to you, you must find a way to be authentic where you have been inauthentic in that area of your life.

The problem is that most of us reject the idea that we have any significant inauthenticity in the areas of our life that are important to us. This out-of-hand rejection keeps us from seeing any inauthenticity that may be hidden. For the most part, we feel that we are making a sincere and honest effort, that we are doing our best; we feel that, while things might now be great, they are as good as they can be. This subtle kind of resignation also tends to hide any inauthenticity from our view.

In spite of the way you may feel about it, it is nevertheless a fact that in any are of your life where you experience any lack of power, freedom, and full self-expression, there is some inauthenticity. It may be hidden from your view, but it is there.

In any given area of your life, if you can locate your inauthenticity and be authentic where you have been inauthentic, then in that area of your life you open up a new realm of possibility for yourself and your life.

But, the attempt to be authentic where we are inauthentic fails to produce any true authenticity. Authenticity plastered over inauthenticity is merely more inauthenticity. Such attempts to be authentic wind up doing nothing more than hiding our inauthenticity, and as such, they just add to our inauthenticity. Putting icing on a mud pie doesn’t make a cake; it is just icing hiding mud.

THE PATH TO AUTHENTICITY

All authenticity starts with being authentic about one’s inauthenticity. A new realm of possibility in any area if your life opens up only when you are authentic about your inauthenticities in that area of your life. In any area of life where you experience any lack of power, freedom, and full self-

expression, there is some hidden inauthenticity. The new Landmark Forum provides you with the opportunity to discover and to be authentic about your inauthenticities in those areas of life that are important to you. One after the other, in the Landmark Forum, you address the areas of life that are essential to living a life filled with power, freedom, and full self-expression.

The unique educational method used in the new Landmark Forum allows you to unconceal any inauthenticity that may exist in those critical areas of your life. In the Landmark Forum you find the courage to be authentic about your inauthenticity, and just that – simply being authentic about your inauthenticity in anyy given area of your life – opens up a new realm of possibility in that area of your life.

As you generate the courage to be authentic about your authenticities in a any given area of your life, you are no linger limited to "what has been" in that area of your life. Suddenly, there is a new realm of possibility. The experience is one of freedom. Inside that new realm of possibility, you are now free to invent specific new possibilities for your self or your life – possibilities for yourself or your life that move you, touch you, and inspire you.

The Landmark Forum Leader will coach you to invent the new kind of possibility we have already discussed – the kind of possibility for yourself or your life that alters your view of life, impacts your thoughts and feeling, and shapes your actions. The possibilities you invent will not be pipe dreams, or something you are working on. They will be the kind of possibilities that work on you – possibilities that move you, touch you, and inspire you. You invent the possibility in such a way that it literally becomes part of who you are. Your self-expression, your view of life, your thoughts and feelings, and your actions, all become consistent with realizing the new possibility you have invented for yourself and your life. That is the beginning of a breakthrough in poser, freedom, and full self-expression in your life.

{To say in more rigorous language what we have said so far about what opens up new realms of possibility, we first need to understand that it is the future into which we are living that gives us being and action in the present. We are limited in the present to what the past says is possible only when the future only when the future into which we are living is constituted by the past. Being authentic about our inauthenticities is in fact nothing more than recognizing that a piece of the past is constituting our future. By being authentic about our inauthenticities, we take that piece of the past and put it back in the past. That opens up the future as a space of possibility in which we can invent new possibilities for our lives and for ourselves. Said in another way, being authentic about our inauthenticities is nothing more than completing the past. Completing the past leaves the future empty, to be filled by invention.}

{It is especially important for the leaders of the Landmark Forum to understand that transformation of Self itself occurs what the ultimate inauthenticity is distinguished and owned. The ultimate inauthenticity is being that there is any innate significance or meaning to my life or my self. When one can authentically say, and in fact is, that "Life is empty and meaningless, and it's empty and meaning less that it's empty and meaningless," the genesis of a new realm of new realms of possibility for one's self and one's life arises in one's reality. This new Realm of Possibility arises in the freedom created by taking at the past completely out of the future, leaving nothing nothing in its place. Inside this new Realm of Possibility, the possibilities that arise impact and alter one's being in the present, including one's view of life, one's feeling, emotions, thoughts, mental states and

attitudes, and even one's interpretation of the past. When these are altered, action is automatically altered to be consistent with the new possibilities that arise.}

{ENROLLMENT: COMPLETING THE PAST}

{What is meant by the word "enrollment?" Unfortunately, what is meant by enrollment in our culture has deteriorated into something like getting someone to do something they weren't planning on or maybe weren't even comfortable doing. Enrollment conjures up feelings feelings of talking someone into something, convincing, cajoling, domination, pressure, being right or winning, resistance, stress, and sometimes even duplicity. Rarely is it associated with being inspired, moved, and touched. Rarely is it associated with creating a new space of possibility. Rarely does it produce a sense of contribution, accomplishment, and a triumph that is celebrated by **all** involved in the enrollment. Our graduates and guests have often been left with the experience of pressure.}

{We must **reinvent** for ourselves what is meant by enrollment. In order to do so, we must first complete what the word has meant for us in the past. We do this by recognizing and taking responsibility for what enrollment has deteriorated into, for what it has come to represent for us and for others. To take responsibility, we simply make the declaration, take the stand, and come from that **we** are cause in the matter. Said in another way, we become authentic about our inauthenticity in the area of enrollment. We take out of our future what enrollment has meant in the past, and we put that meaning in the past. Doing so creates a new realm of possibility, or a new space of possibility, in the area called enrollment. This new realm of possibility is a clearing in which we can distinguish enrollment in an empowering and enabling way.}

{So that there is no confusion, we have now named and distinguish as "registration" what people do when the commit themselves to participate in the Landmark Forum, i.e., when they sign a registration card and give us a deposit. Attempts to have people commit in the absence of enrollment are inauthentic, and are the source of our graduates and guests being left with the experience of pressure. Registration done in the space of enrollment is natural and leaves people both empowered in their choice to commit or not, and satisfied with the process that has led to their choice.}

{The relationship between enrollment and registration is not linear, like a cause and effect relationship. Enrollment does not cause registration. Enrollment is not a means to an end. Enrollment is not the first step to a formula. The value and power of enrollment is that it actually causes new possibilities to be present of others, such that they are inspired, moved and touched by those possibilities.}

{Inside the Transformation, Possibility, and Enrollment Technology, the relationship of enrollment to registration is the relationship of context to content. The context for registration is enrollment. As we said before, a new context gives new life to the content it encompasses. When the context for registration is not enrollment, all that is possible is attempting to get people to do something, or think something, or agree with something. When enrollment is the context for registration, registration conversations occur for our guests and graduates as providing clear pathways to fulfilling on possibilities they have invented for themselves and their lives.}

{Obviously, enrollment and registration existing as we have just distinguished them will create a whole new power in our programs and expanded results for our participants. Enrollment and

registration existing as we have just distinguished them will transform our marketing and sales practices, our business operations, in fact, the entire culture of Landmark Education Corporation. The process of registration becomes natural in the space of enrollment.}

ENROLLMENT: THE FULFILLMENT OF POWER, FREEDOM, AND FULL SELF-EXPRESSION

Power, freedom, and full self-expression in life **begin** when you are – your view of life, your thoughts and feelings, and your actions – are all consistent with the possibilities you have invented for yourself and your life. The **fulfillment** of power, freedom, and full-self-expression results from **enrollment**: causing a new possibility to be present for others, such that they are touched, moved, and inspired by that possibility.

In the Landmark Forum you can have any result for yourself or your life that you invent as a possibility, **and** enroll others in your having gotten.

In what we have said so far, we have covered the first part of this statement of how the Landmark Forum works, namely, that you can have any result for yourself or your life that you invent as a possibility. Now we will deal with the second part of the statement, the part that says, "…and enroll others in your having gotten."

WHAT IS ENROLLMENT?

Enrollment is causing a new possibility to be present for another, such that they are touched, moved, and inspired by that possibility.

Enrollment is not an attempt to convince someone of something. It has nothing to do with trying to talk someone into something. You are not even trying to get someone to agree to something.

Enrollment is sharing with someone, specifically, sharing a new possibility with someone, and sharing that new possibility in a way that leaves the person inspired, moved, and touched by that new possibility.

I am enrolled, if out of what you said to me, I find myself inspired, moved, and touched by a new possibility. It is not that I am convinced, it is not that I agree, it is not that I have committed myself to something. It is much more than any of these. It is that I am moved, I have been touched, I am inspired by the presence for me of a new possibility.

HOW ENROLLMENT FULFILLS POWER, FREEDOM, AND FULL SELF-EXPRESSION

After transforming yourself by living a new possibility where formerly only the past was giving being and action in the present, the next necessary step in fulfilling power, freedom, and full self-expression is transforming your environment through enrollment.

In the Landmark Forum you will be coached in how to have enrollment conversations, conversations with the power to transform who you are for others. An enrollment conversation begins with my being authentic about an inauthenticity in some area of my life and my sharing with you the impact that being inauthentic has had on my life. When I take responsibility for having been inauthentic and for the impact it has had on my life, a new realm of possibility arises. Inside this new realm of possibility, the new possibility I have invented for myself and my life occurs for you as a possibility that I have actually gotten. An enrollment conversation is complete when the new

possibility I have invented for myself and my life is heard as a victory over the past, and my having gotten that possibility leaves you touched, moved, and inspired.

As we said before, the new possibility you invent for yourself and your life alters your view of life, impacts your feelings and thoughts, and shapes your actions, all to be consistent with that new possibility. However, until you have shared that new possibility in such a way that others are touched, moved, and inspired by your having gotten that possibility, your environment remains inconsistent with who you are now being. Until others are relating to you as someone who has invented a new possibility for yourself and your life, you will be attempting to express something new in an environment that is inconsistent with who you are now.

When you transform your environment so that it, too, is consistent with your having gotten this new possibility, your environment reinforces the possibility you have invented for yourself and your life. The people in your life now relate to you, not as the past teaches them that you are, but as the new possibility says that you are. When you enroll others in your having gotten the new possibility that you have invented for yourself or your life, who you are for those others is transformed.

Not only is your view of your circumstances, your thoughts and feelings, and your actions consistent with the new possibility, but now your environment is calling for the realization of the possibility. You are both standing in and surrounded by the new possibility. **This is real power.**

The results you get out of your participation in the Landmark Forum are a product of the possibilities that **you** invent for yourself **and** enroll **others** in your having gotten.

{It is important to realize that the existence of possibility is not like the existence of a physical object. A physical object exists in space and time, while possibility exist in language. As a phenomenon in language, the impact of possibility is determined by the nature is of the conversations in which it exists. If the possibility you have invented for yourself and your life only exist in conversation you have with yourself, its existence, reality, and power are limited. When the possibility you have invented exists in the conversations you have with others, its existence, reality, and power are expanded. By sharing with others what you have invented, you have empowered yourself in realizing the new possibility in your life. As you enroll others in what you have gotten, the possibility becomes more and more real in the world.}

TRANSFORMATION, POSSIBILITY, AND ENROLLMENT

Anything you want for yourself or your life is available out of your participation in the Landmark Forum.

You can have any result for yourself or your life that you invent as a possibility, and enroll others in your having gotten.

You will notice that what started our as a seemingly brash statement now seems entirely within the realm of possibility. That is because both possibility and enrollment now exist for you in a transformed way.